

**MANSFIELD DOWNTOWN PARTNERSHIP  
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING  
Mansfield Downtown Partnership Office  
April 11, 2016**

**4:15 PM**

**MINUTES**

Present: George Jones (Chair), Dennis Heffley, June Krisch, Shamim Patwa, and Diana Pelletier

Staff: Cynthia van Zelm

**1. Call to Order**

George Jones called the meeting to order at 4:15 pm.

**2. Approval of Minutes from March 21, 2016**

Diana Pelletier noted that the March 21, 2016 minutes included a 5 pm start for the Public Spaces Plan presentation. The presentation was to start at 7 pm. Ms. Pelletier made a motion to approve the minutes with the change. June Krisch seconded the motion. The minutes were approved with the change.

**3. Update on Storrs Center**

Cynthia van Zelm said Tea More Café opened last week. Mr. Jones said that NICABM is scheduled to open this week. Kathmandu Kitchen is scheduled to open in May, and Tang (Chinese BBQ and karaoke) and Toasted are scheduled to open this summer.

Thirty of the 42 homes have been sold at Main Street Homes.

Ms. Krisch asked if the realtors for the Main Street Homes were aware of the restrictions on the number of unrelated persons allowed to live in housing in Mansfield. Ms. van Zelm said she would follow-up.

**4. Review and Follow-Up with Non-Renewals**

Ms. van Zelm said 205 members have renewed for a total of \$12,840.

The Committee reviewed the list of membership non-renewals, and potential new members list and will follow-up. Ms. van Zelm had previously sent some talking points and a draft e-mail to assist with follow-up with members.

**5. Review membership recruitment campaign**

The Committee agreed that it would like to have tables at the summer concerts and movies this summer with membership material. Ms. van Zelm will begin recruiting volunteers.

Ms. van Zelm will send the list of events with membership info to Celeste Griffin in the Mansfield school system.

Ms. Krisch will put up the list of events in the Community Center and the Mansfield Public Library. Ms. van Zelm will do the same in the Nash-Zimmer Transportation Center.

Shamim Patwa asked if there could be an events calendar that is readily visible on the Town website. Ms. van Zelm will follow-up Partnership Special Projects and Communications Manager Kathleen Paterson about some info about the summer activities on the Town or Partnership website.

Other suggestions for a location with a list of summer events are the downtown kiosks, the Senior Center, and the Oaks on the Square.

Ms. Krisch will check on whether there is an available bulletin board at Price Chopper. Ms. van Zelm will put a poster up outside the Post Office.

Ms. van Zelm will send an electronic version of the list of events to the Committee.

Ms. van Zelm still needs to prepare a letter to the UConn deans re: membership.

Mr. Jones said he did not think it made sense to pursue members who were contractors at Storrs Center.

## **6. Adjourn**

Ms. Pelletier made a motion to adjourn. Mr. Heffley seconded the motion. The motion was approved and the meeting adjourned at 5:05 pm.

*Minutes taken by Cynthia van Zelm.*